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ABSTRACT

This work focuses on the transformational theory of leadership, which advocates appointment of a strong charismatic president to lead and transform the university through the power of his or her own vision for the future. The authors argue that this type of leadership is far more effective than the transactionalist leadership style, which emphasizes collegial leadership based upon consensus. The authors believe the transactionalist leadership style has contributed in recent years to a decline in the quality of higher education. The viewpoints offered throughout the book are based on empirical studies as well as personal accounts of experiences as university presidents. The effects of such factors as charisma, public presence, race, and gender upon presidential performance are also examined. Eleven appendices offering sample materials for conducting presidential searches are included. (Contains 332 references.)

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